

EDUCATIONAL MEDIA DESIGN SPECIALIST

DEFINITION

Under general supervision of the assigned administrator, design, produce, modify, and evaluate multimedia, web-based presentations, and other media applications to include audio, video, graphic, web/electronic publishing, digital photography, and imagery.

TYPICAL DUTIES

Design and apply computer-based and web-based multimedia and multimedia video applications; design, construct, and maintain various college websites; design and assist in the design of web-based courses; assure compliance with accessibility standards; assist in identifying accessibility barriers and suggesting potential solutions; serve as a resource person to faculty and staff for designing and utilizing technology in instructional settings based on sound pedagogy to meet established learning objectives and accessibility standards, and serve as a technical resource and facilitator for instructors, lab assistants, and other staff; develop and present workshops on the use of various software applications to faculty and staff, and provides related assistance with the applications; develop and present workshops and tutorials on web and multimedia technologies, and develop training materials; evaluate equipment, courseware, and authoring systems; keep abreast of the latest developments and innovations in the field of media product design, emerging technologies, and applicable industry standards; oversee the work of assigned temporary staff; maintain records documenting individual training and qualifications; perform related duties as required.

QUALIFICATIONS

EXPERIENCE

Two years of experience related to the typical duties of the position.

One year of experience is equal to 12 months of experience at 40 hours per week. Applicable part-time experience will be converted to the full-time equivalent for purposes of meeting the experience requirement.

EDUCATION

Bachelor's degree from an accredited institution in instructional design, educational technology, instructional communications, computer information science, media communication or related fields; **OR**, a bachelor's degree in any discipline area AND one additional year of qualifying experience; **OR**, an associate's degree in computer science or related discipline AND two additional years of qualifying experience; **OR**, an associate's degree in any discipline area AND three additional years of qualifying experience.

One year of education is equal to 30 semester units. Education must be from an accredited institution.

KNOWLEDGE OF

Knowledge of media product design principles and practices, including accessibility standards and related laws; computer-based multimedia technologies; web/electronic publishing; video technologies; electronic publishing including web development, word processing, graphic design, authoring, spreadsheet, database, and multimedia for a variety of platforms; instructional methods and training techniques including curriculum design principles, learning theory, group and individual teaching techniques, design of individual development plans, and test design principles; learning styles and environments; applicable federal, state and local laws, policies and regulations, and office processes and procedures; modern office practices, procedures and equipment administrative and clerical procedures and systems, such as filing and recordkeeping techniques in a complex business environment; effective customer service skills; how to compose effective correspondence; the structure and content of the English language including the meaning and spelling of words, rules of composition and grammar, and rules for letter and report writing; principles and practices of effective communication; how to train others to perform specific tasks; numbers, their operations, and interrelationships, including arithmetic at the level required to effectively perform the duties of the position.

ABILITY TO

Perform the essential functions of the position; sustain regular work attendance; work cooperatively and effectively with the public, students, faculty and staff; exercise initiative and mature judgment; interpret and apply applicable federal, state and local laws, policies and regulations, and office processes and procedures; work as a member of a team; meet schedules and timelines; manage one's own time and the time of others; correctly follow a given rule or set of rules in order to arrange things or actions in a certain order; understand and effectively carry out oral and written directions; effectively communicate information and ideas orally and in writing based on the needs of the audience; read, write and perform mathematical calculations at the level required for successful job performance; be aware of others' reactions and adjust interpersonal skills accordingly; handle personal and private information with discretion; prepare routine correspondence independently; effectively learn and operate equipment and software related to the duties of the position; use technology to effectively perform responsibilities, such as word processing, spreadsheets, databases and desktop publishing; adapt to changing technologies; work successfully with diverse populations.

TYPICAL EQUIPMENT USED (May include, but not limited to)

Current office technologies including computers, printers, faxes, telephones and copiers; other equipment common to the field to which the position is assigned.